

# Why are we consulting?

## Introduction

**What?** The High Streets Heritage Action Zone programme is a £95 million government-funded scheme delivered by Historic England working in partnership with local authorities.

**Why?** The objective is to ‘kick-start’ regeneration of selected high streets across England; to promote economic, social and cultural recovery; and to unlock their potential for future generations.

**What does this mean for Leominster?** The heritage-led programme aims to create a more attractive, engaging and vibrant town centre of Leominster, which celebrates its culture and history to boost tourism and economic growth.

**How Much?** Leominster has secured £2,000,000 from the High Streets Heritage Action Zone programme.

**We want to get your feedback on the initial ideas shown in this presentation.**



 HM Government

 Historic England

**REVITALISING  
YOUR Hi!STREET**

# What is the project trying to achieve for Leominster?

## Project aims

Leominster's town centre will be a place where heritage and culture are valued and restoration of the town's key streets and spaces will be the catalyst for self-sustaining regeneration.



## The success criteria for the project are:

- Establishing a refreshed, clean, safe, accessible and easy maintainable public realm which (re)uses high-quality, durable and locally distinctive materials.
- Creating a flexible, people-centred town centre to enable more events that celebrate Leominster's unique heritage and culture, for both visitors and residents to enjoy.
- Reanimating the town centre to attract inward investment and build a vibrant visitor economy that supports local shops, businesses and enterprises.
- Creating a platform that enables the community of Leominster to take future ownership of key town centre spaces they can continue to benefit from.

# What are you most proud of about Leominster?



Historic buildings



Market days and community



The Grange



Intriguing streets and historic passageways



Heritage artefacts



Storytelling



Festivals of culture



Traditional industry



Community art



Historic architecture

# What's driving our work?

## Environmental



Use green design to enhance environmental and biodiversity benefits and introduce attractive natural features, whilst minimising environmental impact and infrastructure costs.

## Economic



Optimise design proposals to transform the commercial offer of Leominster to attract inward investment, visitors and support local shops, businesses and enterprises.

## Cultural



Creating spaces that allow Leominster to celebrate its unique cultural heritage. This will help boost tourism and local civic pride in the town.

## Social



Consult and collaborate with local stakeholders to integrate the experience and knowledge of the Leominster community into proposals and align project objectives to local aspirations.

## Historical



Retain Leominster's distinct character with sensitive materiality choices; restore and reveal historic assets to celebrate the town's unique cultural heritage to attract visitors.

# What's driving our work?

## Placemaking themes

Placemaking is a means of creating places that strengthen connections with people. Following initial consultation with stakeholders in the town, we have developed a number of placemaking themes to help guide and inform design development.

### Cleaner and safer streets

Reduce clutter and improve pedestrian surfaces to mitigate trips, slips and falls

### Better connectivity and access for people

Improve pedestrian links for better accessibility and connectivity in the town centre, and promote active travel

### Supporting local shops, businesses and enterprises

Restore shop frontages to increase footfall and dwell time, and create new spaces for commercial activity

### Heritage revealed, restored and celebrated

Retain and restore damaged and 'hidden' historic features to reveal and enhance the town's heritage

### Flexible culture and event spaces

Re-establish key civic spaces to enable more markets and events for the local community and visitors

### High quality streetscape and creating public spaces

Restore and transform the material quality and durability of a streetscape that prioritises pedestrians, not cars

# The problems we're trying to solve...

## Pedestrian experience



Narrow pavements and high kerbs



Car dominated streets and parking on both sides



Speeding cars and inconsiderate driving

## Accessibility



Physical barriers sever key walking routes



Poor paving surfaces and water puddling



Inappropriate and poorly maintained street furniture

## Wayfinding & Storytelling



Not enough signage to tell Leominster's story



Lack of wayfinding signage at important junctions



Dark and uninviting passageways

## Activity / spaces



Empty units



Car dominated civic spaces



Underused public areas

# Which areas are we focusing on?

## The opportunities

These are the areas of Leominster Town Centre we are focussing our work on...

Broad Street arrival space

Broad Street public realm

Burgess Street connection

Rainbow Street connection

Historic core public realm

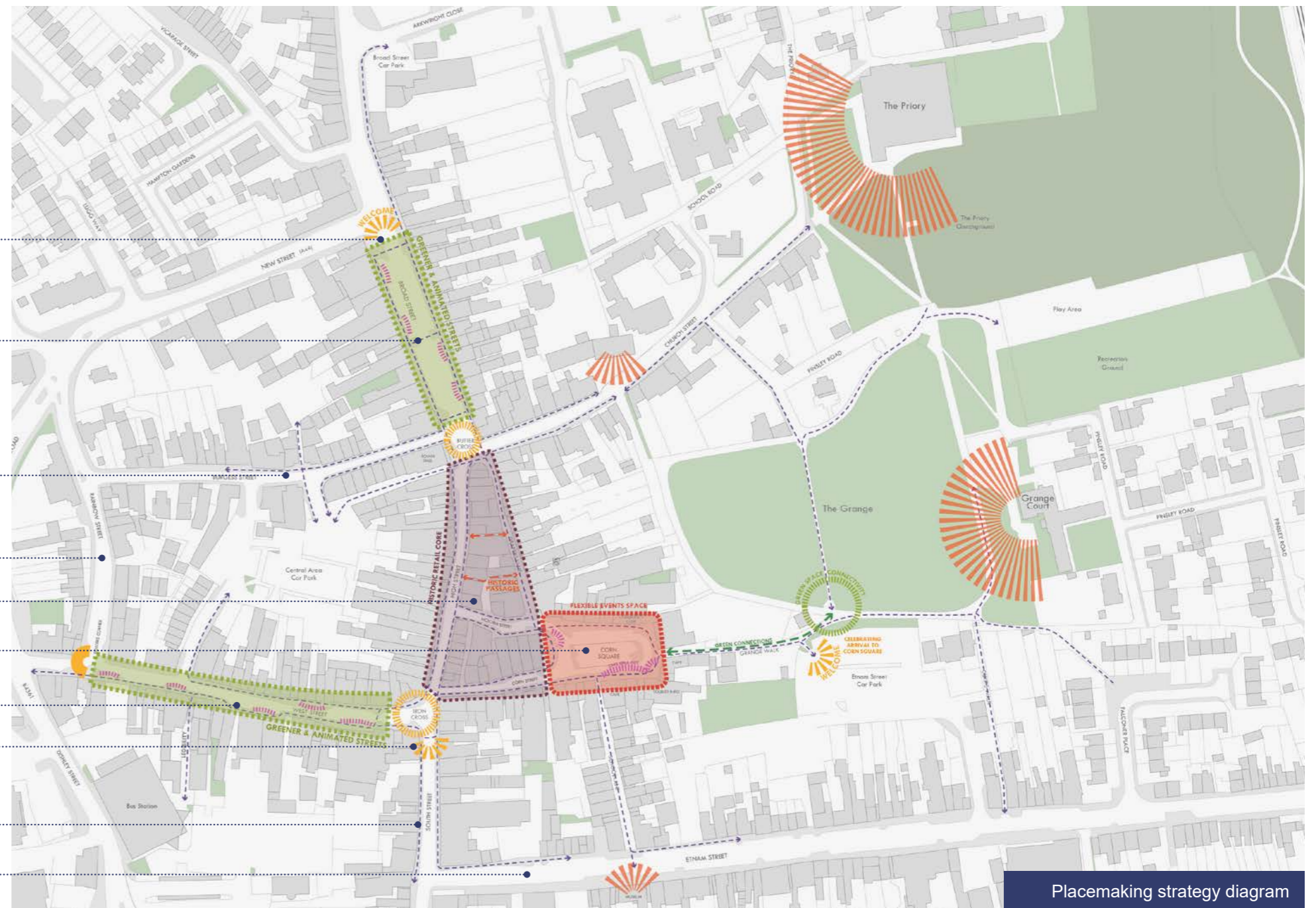
Corn Square civic space

West Street public realm

South Street arrival space

South Street Station

Approach from station



Placemaking strategy diagram

- Key**
- Welcome features/artwork
  - Connecting nodes
  - Active frontages
  - Heritage & Culture
  - Existing pedestrian connections
  - Opportunity for green connections
  - Retail streets (pedestrian priority)
  - Historic core (pedestrian priority)
  - Flexible events space (pedestrianised)

# What are the possibilities for Corn Square?

## Parking



## Outdoor Eating and Drinking



## Summertime Film Screenings





# What are the possibilities for Corn Square?

## Performance Venue



## Markets

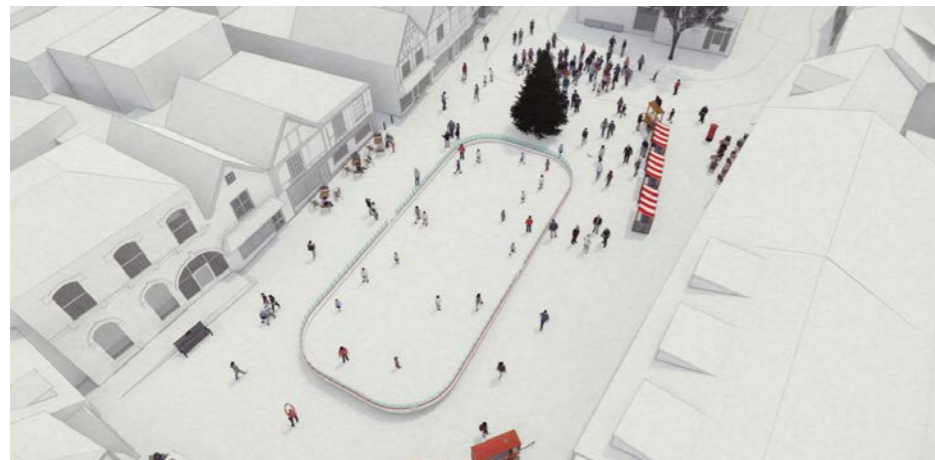


## Family Fun and Fairs



# What are the possibilities for Corn Square?

## Christmas Events and Ice Rink



## Events Hub



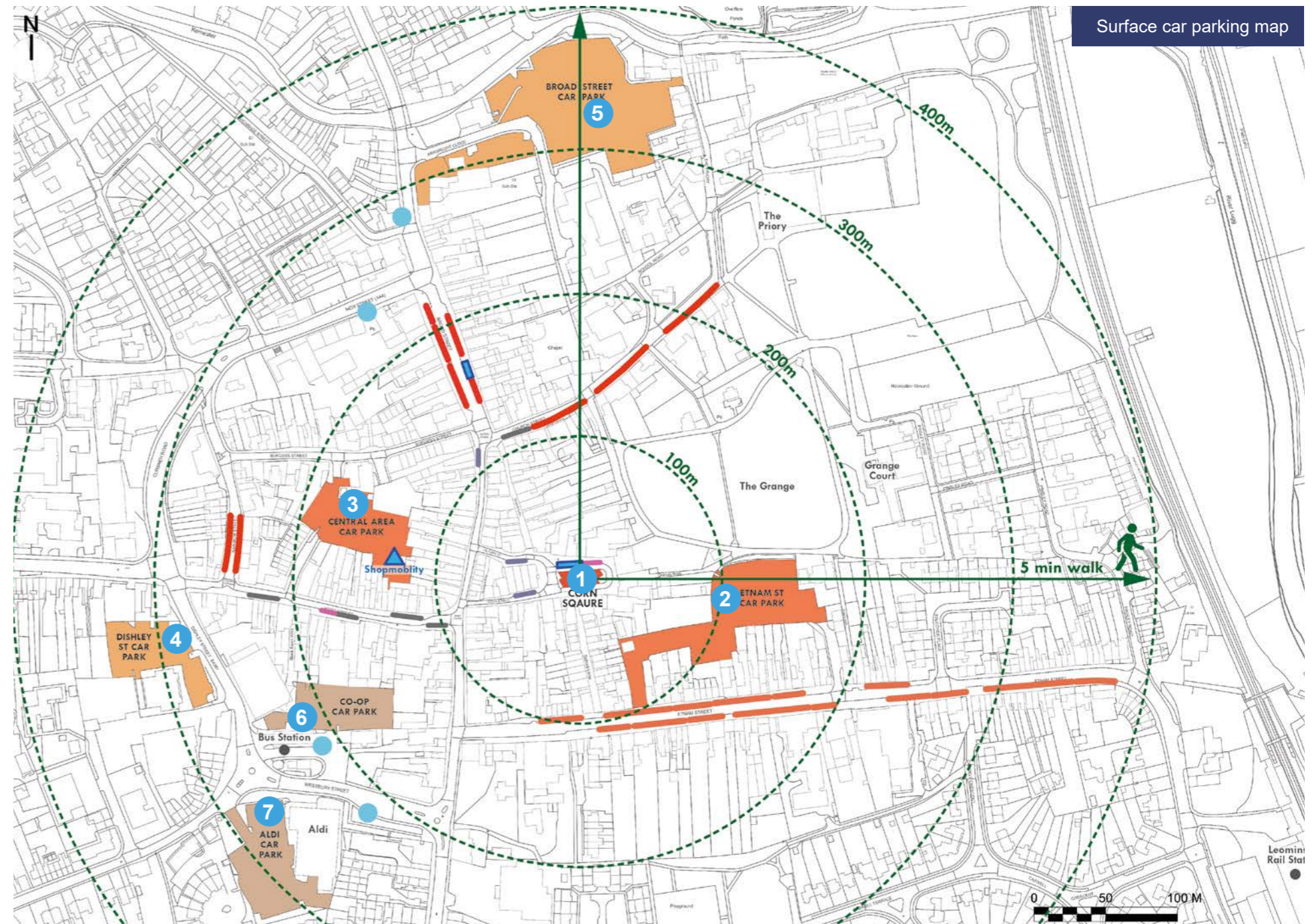
# Parking in Leominster

## Existing parking provision

Leominster has approximately 575 car parking spaces across four main car parks with further parking provided by supermarkets and on-street provision - all within close proximity of shops and amenities in the town centre. Both free short stay and long-stay as well as paid for long-stay options are provided.

### Car parks and tariffs:

- 1 Corn Square On-street Parking**  
23 Spaces  
1hr free
- 2 Etnam Street Short Stay Car Park**  
163 spaces  
70p (1 hr) £2 (2 hrs) £2.10 (3hr) £3.50 (4hr+)  
Sunday free
- 3 Central Area Short Stay Car Park**  
79 spaces  
£1 (1 hr) £2 (2 hrs)  
Sunday free
- 4 Dishley Street Long Stay Car Park**  
64 spaces  
£1 (1 hr) £2 (2 hrs) £3 (2-4hrs)  
Sunday free
- 5 Broad Street Long Stay Car Park**  
269 spaces  
£1 (1 hr) £2 (2 hrs) £3 (2-4hrs)  
Sunday free
- 6 Co-Op Car Park**  
85 spaces  
30mins free
- 7 Aldi Car Park**  
88 spaces  
1.5hrs free



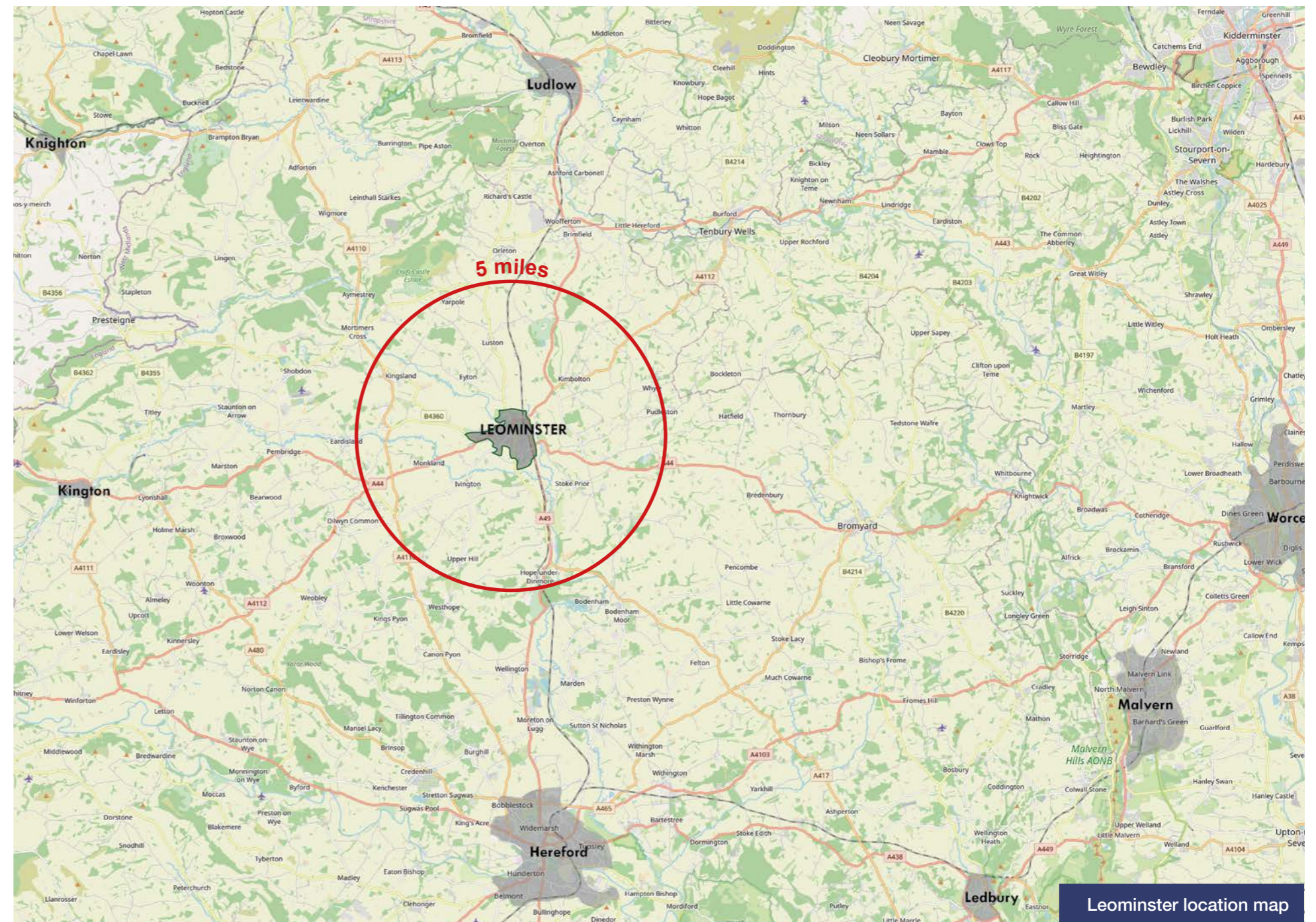
**Key**

Free on-street parking – Corn Square (1 hour free parking)	Pay & Display Car Parks – Long Stay (Monday to Saturday 8am to 6pm inc. bank hols)	Allocated disabled on-street parking	Allocated taxi spaces	Mobility services
Pay & Display Car Parks – Short Stay (Monday to Saturday 8am to 6pm inc. bank hols)	Supermarket Car Parks – Short Stay (30mins to 1.5hrs free)	Free on-street parking – Short Stay (Mon-Sat 8am-6pm 1hour no return within 1hour)	Loading only	Bus stops
		Free on-street parking – Long Stay (Mon-Sat 8am-6pm 1hour no return within 1hour)	No parking Sat-Sun 8am-6pm	Approx. distance from Corn Square

# Visiting Leominster and the surrounding area

## How and why do you visit Leominster?

We'd like to hear why you visit Leominster town centre and its surrounding towns and villages...



## Next steps...

To help us understand the views of local residents and businesses we are undertaking a six week public consultation. We would like to know what you think.

### How to share your feedback

You can complete an [online survey here](#). You can also email your comments to [contact@leominsterconsultation.info](mailto:contact@leominsterconsultation.info) or call the community information line on Freephone **0808 168 8296**.

You can also meet the team and share your thoughts at one of our upcoming events:

#### In person events

- Farmers market on **Saturday 14th May**
- Market Day on **Friday 27th May**

#### Digital events

- Webinar on **Monday 16th May 6pm – 7pm**

The consultation will run until **Tuesday 21st June 2022**.

We will review and consider all feedback received and use the feedback to inform the final plans. A summary of feedback received during the consultation and how this has been used to inform the design process, will be published with the final designs.

### What is the timeline for the project?

